Innovation, Trade and Rural Development
Education
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Program Creates Awareness of Entrepreneurial Culture

A popular program that focuses on creating awareness of the province's entrepreneurial culture is being updated.

The Provincial Government's Getting the Message Out (GMO) program showcases local businesses through company profiles that emphasize entrepreneurship and career planning. The update includes eight new company profiles that will be presented to high school and post-secondary students throughout the province.

"Profiling the experiences and success of local entrepreneurs is a powerful tool in communicating the vibrancy of the province's business community to younger audiences," said the Honourable Trevor Taylor, Minister of Innovation, Trade and Rural Development. "The GMO program allows us to celebrate Newfoundland and Labrador's entrepreneurial spirit, highlight our changing economy, and encourage youth to identify and build opportunities in this province."

The departments of Innovation, Trade and Rural Development and Education work closely to deliver the case studies to the province's high schools. The GMO kit has become a part of the supplementary resource package for the Career Development course.

"We have a strong focus not only on helping our students get the best possible education, but also helping them prepare for post-secondary education and a successful career," said the Honourable Joan Burke, Minister of Education. "The creation of these connections between our education and business sectors is proving to be a tremendous benefit for our students, and in their planning for the future."

The GMO program is delivered by commerce students from Memorial University who customize presentations to reflect the specific community. The company profiles are used in the classroom to re-enforce messaging following the GMO presentations. They include questions designed to stimulate discussion. The opportunity for presentations is also extended to local community and business groups across the province.

"Getting the Message Out exposes students to the diversity of the province's economy. The profiles are user-friendly and easily adaptable for Career Exploration and Enterprise Education courses," said Andrew Hickey, a teacher at Holy Heart of Mary High School in St. John's. "The program is a resource that provides local entrepreneurial examples of interest to students. The presentations and materials stimulate thought-provoking discussions concerning possible career choices and our province's position in the global marketplace."

The new profiles span the province. They include a profile of Newfoundland and Labrador's aquaculture industry, GFT Aerospace Technologies of Gander, Knotty Designs of St. John's, Labrador's Own of Forteau, Newfoundland Jungle of Goulds, Skate4Kids of St. John's, The Birches Art Gallery of Happy Valley-Goose Bay, and J&G Trucking Enterprises in Dover. The J&G Trucking profile was submitted by students at Jane Collins Academy in Hare Bay.

"These company profiles are just a sample of the innovative enterprises and growing industry sectors in this province," said Minister Taylor. "Communicating these initiatives and growth sectors to our youth is important because it exposes students to potential careers."

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The GMO is implemented through the Department of Innovation, Trade and Rural Development. On an annual basis, the GMO reaches approximately 8,500 students throughout the province. The new case studies are accessible at www.gmo.nl.ca.

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